

WHAT IS CLAIMED IS

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1. A display control apparatus comprising:

a memory;

display control means for generating a plurality of control blocks based on downloaded image information and program, said control blocks developing images in said memory based on the image information; and

display means for displaying an image developed in said memory and corresponding to a business which is selected from another image which is being displayed.

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2. The display control apparatus as claimed in claim 1, which further comprises:

applet means for displaying a list of businesses based on downloaded information, said display means displaying an image developed in said memory and corresponding to a business which is selected from the list.

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3. The display control apparatus as claimed in claim 1, wherein said control blocks include an ID for specifying one of a display of an image, non-display of an image which is being displayed, and non-display of the image which is

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being displayed and display of another image.

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4. The display control apparatus as claimed in claim 1, wherein said image information includes generation timing information which indicates a timing with which the image is to be developed in said memory.

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5. The display control apparatus as claimed in claim 1, wherein said image information includes deletion timing information which indicates a timing with which the image developed in said memory is to be deleted.

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6. The display control apparatus as claimed in claim 1, wherein a first block corresponding to a first image and a second block corresponding to a second image different from said first image exchange data of the first image and data of the second image.

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7. The display control apparatus as claimed in claim 1, wherein said downloaded image information and program are downloaded from a server which is coupled to the display control apparatus.

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8. A computer-readable storage medium which stores one or more programs for causing a computer which includes a memory to control display, comprising:

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5 display control means for causing a computer to generate a plurality of control blocks based on downloaded image information and program, said control blocks causing the computer to develop images in said memory based on the image  
10 information; and

display means for causing the computer to display an image developed in said memory and corresponding to a business which is selected from another image which is being displayed.

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9. The storage medium as claimed in claim 8, which further comprises:

20 applet means for causing the computer to display a list of businesses based on downloaded information,

said display means causing the computer to  
25 display an image developed in said memory and corresponding to a business which is selected from the list.

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10. The storage medium as claimed in claim 8, wherein a first block corresponding to a first image and a second block corresponding to a  
35 second image different from said first image cause the computer to exchange data of the first image and data of the second image.

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